

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, June 16, 2010

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:31 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Vice Chair Bill Schmitz, Secretary Jeff Wood, Commissioner Ray Gaul, and Commissioner Betsy Gammell

Absent: None

Staff: General Manager John Vest and Superintendent Matt Wisely

Also Present: None

1-B APPROVAL OF MINUTES

The Minutes of May 19, 2010 were approved unanimously

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Sullwold stated that she attended the City Council meeting on June 1, 2010 to enter the Golf Commission's letter of May 29, 2010 to Council into the record. She advised Council that the Alameda Junior Golf Association had, late that afternoon, received a memo from David Sams, the City's consultant, analyzing the plan for non-profit operation of the Mif Albright course, and further advised that a detailed response to the memo would be prepared.

4 AGENDA ITEMS

4-A Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission recommendations

In response to a question from Chair Sullwold, John Vest advised that Kemper had submitted its proposals to the City for operation of the Golf Complex in early June. Chair Sullwold presented a draft letter to City Council with Golf Commission recommendations regarding the long term lease. Several suggestions were made for additions and changes to the draft. Vice Chair Schmitz moved and Commissioner Gaul seconded that Chair Sullwold be authorized to finalize the letter with the changes that were discussed and send it to City Council. The motion passed unanimously.

4-B Update on Golf Complex Finances

After Bob Sullwold stated that the Commission had not received the City's financial information, John Vest advised that they had been received late and were put on the table before the meeting. The problem was that the reports showed a negative number under the expense category for services, which required investigation. The Finance Department eventually determined that the City had funded Kemper twice in one month instead of over two months as should have been done. Bob Sullwold took a quick look at the reports and advised that the cash balance of the Golf Enterprise Fund, which had been reported as slightly below \$500,000 at the end of April, was now, as a result of this accounting entry, over \$1 million at the end of May. He advised that the Golf Commission will probably never know the actual amount available in that account because of the peculiar mix of cash and accrual accounting methods used by the City's Finance Department, and because the Finance Department apparently does not book expenses when they are received.

Regarding the rounds analysis, Mr. Sullwold stated that 1,500 more rounds were played on the Jack Clark course in May than in April, and 700 more than were played last May. John Vest stated that the greens on the Fry course were aerified in May, decreasing play on that course, and specials had been run on the Clark course during certain times, which further increased play there. On all three courses rounds were up compared to the previous month. The Clark course rounds were up compared to last year, the Fry course rounds were down and the Mif was not open all of May last year, so there is no comparison. Year to date, on the Fry course, rounds are down by 15.5%, revenue is down by 12.75%; on the Clark course, rounds are down 8.74% and revenue is down by 4.8%.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report by John Vest

John Vest stated that annual rounds are down due to weather. Rounds are still down in June, but only by about 200 compared to last year, with corresponding revenue down about \$4,000. Monthly pass and golf cart sales are similar to last year. Mr. Vest and Mike Winkenbach attended a regional sales and marketing summit with other courses in the area. They are reaching out to leagues with promotional rates. Golf Now last year brought in \$19,000 in May and is up \$46,000 year to date.

The Cleveland Tech Van was supposed to be here last Friday, but it had broken down. The rep still came out and sales were about \$3,000. There will be a Callaway Demo Day this coming Sunday from 11:00 to 3:00.

East Bay Juniors is coming up, so they are running shotgun specials in the afternoon to increase play on both courses.

107 guests took advantage of the Cinco de Mayo special, generating about \$4,000 in revenue. Wacky Wednesdays have generated \$3,000 in revenue.

5-B Golf Complex Maintenance activities report by Matt Wisely

Matt Wisely stated that the asphalt work on the entryway and the potholes in the parking lot has been completed. The filter on the north pump station has been replaced. They are waiting for the lease documents for the greens mower to be signed by the City's legal department. The Clark greens were verticut today and the Fry greens will be done tomorrow. The dead trees in the front of the pro shop are going to come down, and the tree on the 9th hole of the Fry course in honor of Paul Scates is going to be replaced. He will plant some low maintenance shrubbery on the cart turnarounds on various holes.

Commissioner Gammell asked about the fence on the driving range and John Vest that the parts are still on order. She also asked about the fence by the fire tower on the 2nd hole of the Fry course, which is in terrible condition. Chair Sullwold requested that the women's restrooms be thoroughly cleaned before the Alameda Women's Golf Club Invitational tournament on July 29.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Norma Arnerich stated that they have 247 confirmed players for the East Bay Junior Championship to be held next Tuesday and Wednesday. She complimented Mike Winkenbach on keeping her up to date with all the players. She stated that she met with Shane Balfour, Executive Director of Nor Cal Juniors, and he offered any help that he could provide. Last Monday, a junior tournament was held which included hitting range balls and a putting tournament.

5-D Golf Complex Restaurant Report, Jim's on the Course

None

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Commissioner Gammell stated that June is women's golf month and all women's apparel in the golf shop will have discounts of up to 30% off. Also, tomorrow, there will be a complimentary short game clinic at the driving range. The women's golf month promotion will be green fees, cart and small bucket of range balls for \$35.00, valid Monday through Friday after 10:00 AM. Also, there is a similar promotion for Father's Day running through the month of June.

6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

Secretary Jeff Wood stated that the police should always be called if there are situations at the golf course regarding unruly guests.

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for May 2010 of \$11,923. The year-to-date total to the General Fund is \$99,568.00 for FY 2009/10.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission
- Update on Golf Complex Finances

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:45 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.